



## CHALLENGE STATEMENT

### OUTDOOR OFFICE CHALLENGE

The City of Long Beach is looking for innovative ways to turn an accessible downtown plaza into a cutting edge outdoor space where professionals and entrepreneurs can work, meet and collaborate outside of their traditional office setting.

To achieve this vision, the City is open to purchasing and integrating a range of items that together will achieve the twin objectives of (1) creating a functional outdoor office and collaboration space for professionals and entrepreneurs to work in, and (2) supporting a cultural shift to a new way of working that brings people out of their office buildings and into the outdoor working community.

### THE CONTEXT

Located in sunny Southern California, Long Beach boasts 300 days of uninterrupted sunshine a year. Yet, during the workweek, downtown public parks sit empty while professionals toil away in surrounding office buildings. The City of Long Beach (City) seeks to turn the office culture inside-out by encouraging professionals to step away from their desks and take work activities outside.

With the support of the Knight Foundation, the City is investing in Long Beach's first outdoor office at Harvey Milk Promenade Park and Equality Plaza (Plaza), a centrally located, City-owned public space at 185 East 3rd Street. The City aims to reconfigure and equip the Plaza with amenities a professional would need to conduct traditional workplace activities in a nontraditional setting. Ultimately, the City seeks to build community and energize the downtown streetscape.

The Plaza will offer amenities available in an indoor office space and create an atmosphere that is attractive to professionals and entrepreneurs seeking fresh air and a place to collaborate. The City's Parks, Recreation, and Marine; Technology and Innovation; Development Services and Public Works Departments will be working with architects to develop the space. The City is seeking new and innovative furnishings and technology to provide an appealing and useful space. The City imagines that the Plaza will have high powered WiFi, charging stations, comfortable and flexible seating, shade, lighting, conference/meeting areas, and a place to grab coffee and a snack.

The Outdoor Office, though, is intended to be more than a hip place for office workers, it is intended to be a crossing and meeting point that supports social and economic integration of our diverse city. Harvey Milk Promenade Park and Equality Plaza is situated at the epicenter of Downtown along its invigorated pedestrian Promenade and can serve as the literal and symbolic epicenter for economic integration.

The Harvey Milk Promenade Park and Equality Plaza will continue to serve as a memorial for Harvey Milk and other leaders in the LGBTQ movement. As more users are drawn to the plaza, more people can be exposed to the life and legacy of Harvey Milk. It is the City’s intention to incorporate the message and meaning of the Plaza into the added amenities in ways that are respectful, creative, and inspiring.

**THE CHALLENGE**

Long Beach is growing. More people are moving to the city and downtown is scheduled to accommodate 4,000 new residential units in the next five years. Downtown Long Beach boasts high-caliber employers and seeks to foster new businesses, however, start-up costs can be prohibitive. Many would-be businesses need low cost space close to transit and the buzz of Downtown. With ideal weather, Long Beach currently has no outdoor public spaces that provide work space essentials: free quality WiFi, charging stations, comfortable seating, tables, shading, water, and a café.

As the city grows it’s important for public spaces to evolve alongside it. Downtown Long Beach is lacking open, diverse and inclusive spaces for people to gather. Those that do exist are, predictably, underutilized during office hours.

**SOLUTIONS**

The City seeks outdoor furnishing and technology solutions that are useful, durable, creative, functional and easily replicable. The aesthetics of the Outdoor Office will respectfully and creatively incorporate the legacy of Harvey Milk, leaders of the LGBTQ movement, and messages and themes from the movement. This can be incorporated into the responses of furniture or design equipment.

The selected solutions and/or services must be:

- Weatherproof
- Vandal-proof (scratch/etch-resistant, anti-graffiti coating)
- Cost effective to maintain/operate
- Able to be secured/bolted or easily stored at night

The selected products and/or services may include some of the functions and features listed below. This list is not exhaustive and the City looks forward to learning about other creative solutions that can enhance the outdoor office space.

- Technology integrated: WiFi enabled, charging stations
  - Sensing capacity to track use, duration, or other data points
  - Comfort for long periods of time
  - Moveable/configurable for large and small scale events
  - Anti-glare
- Provide illumination/lighting
- Provide shade
- Include sound barriers
- Incorporate exercise/motion
- Versatile and multi-purpose

## **AWARD**

A selection of finalists will be invited to exhibit and showcase their solution(s). Due to the size of the project and established partnerships with the Knight Foundation, Citymart, and Bloomberg Philanthropies, the City expects to attract regional, national, and international attention. The showcase will launch during the tail end of Los Angeles County's Innovation Week which will add further attention and media coverage.

The showcase will take place at Harvey Milk Promenade Park and Equality Plaza for a duration of two weeks. The City will undertake the installation, maintenance and de-installment of all showcase solutions; secure the necessary permits; and prepare legal documents. For more information on what the City will provide throughout the showcase, please review the Showcase Guidelines.

After the showcase, the City will utilize an initial budget of \$50,000 to purchase outdoor office furniture and technology from a select number of solutions that were exhibited. The winner(s) of the challenge will have their piece(s) purchased and used in the first public park in the US to offer outdoor office amenities, programming, and infrastructure in a single site.

## **SCALE**

The selected solution(s) will be implemented at Harvey Milk Promenade Park and Equality Plaza located in downtown Long Beach. The approximately 0.2-acre plaza, located at East Third Street and The Promenade, will be within a five minute walk from City Hall; Main Library; a Fortune 500 company, Molina Healthcare; the Small Business Development Center (SBDC); WE Labs, a co-working space; and top restaurants along The Promenade and Pine Avenue. Downtown Long Beach is home to nearly 30,000 residents living in more than 13,000 units. There are 18 major hotels within three miles of the Plaza, and the Transit Gallery is located two blocks away. The Harvey Milk Promenade Park and Equality Plaza Outdoor Office will be directly adjacent to a two hour free parking structure and a one-mile long separated bike lane.

## **DESIRED IMPACT**

Within 18 months, successful solutions will:

- Provide space for individuals to work
- Provide space for collaborative group meetings
- Increase usage and activity in Harvey Milk Promenade Park and Equality Plaza and the surrounding area
- Increase foot traffic downtown
- Increase number of events at Harvey Milk Promenade Park and Equality Plaza

Within 36 months, successful solutions will:

- Enhance the downtown community and connectivity
- Foster collaboration among downtown businesses and residents
- Transform conventional concepts of work environments